

Keeping Customers Long Term



The Quality Housekeeping Way

Dear Partner in Shine,

At Quality Housekeeping, our goal is to provide exceptional service that keeps our clients coming back for years. As a valued member of our team, your dedication and hard work are key to achieving this. Here's how you can ensure long-term customer satisfaction and retention.

The Quality Housekeeping Extra

Your commitment to going above and beyond is what we call the "Quality Housekeeping Extra." This means not just meeting our clients' expectations but exceeding them. Whether it's an unexpected extra touch, like organizing a cluttered space, or leaving behind a thoughtful note, these small gestures show our clients that you genuinely care about their homes and well-being.

Personalized Cleaning Plans

We do much more than provide quotes based on vague notions of square footage. We develop our quotes using a comprehensive 12-point cleaning plan that delivers an accurate time and cost estimation. This personalized approach ensures that we address all aspects of our clients' cleaning needs, leading to greater satisfaction and trust. As you follow this plan, you'll find it helps build high-paying, recurring customers who appreciate the detail and care you put into your work.

Slow is Smooth, Smooth is Fast

Our philosophy, "slow is smooth, and smooth is fast," reflects our approach to cleaning. By taking your time to do things right the first time, you avoid mistakes and ensure a thorough clean. This method might seem slow initially, but it saves time in the long run by reducing the need for follow-up corrections and maintaining high standards consistently. This approach helps build your reputation for reliability and quality, leading to more high-paying, recurring customers.

Attention to Detail and Safe Practices

We expect you to employ a systematic approach in your cleaning tasks. By cleaning from left to right, top to bottom, you ensure that every detail is attended to. Avoid using cleaning solvents that could damage or stain floors or carpets; instead, prioritize safe and effective cleaning methods. Additionally, it's important to avoid cross-contamination with microfiber cloths. Develop your own color system for these cloths to ensure those used in the bathroom are not used in the kitchen or living room. This practice maintains the highest hygiene standards and demonstrates your commitment to excellence, which clients notice and appreciate.

The Importance of Clear Booking Orders

One of our key strategies for maintaining quality and efficiency is our compensation stipulation. Each cleaning job is weighted and limited to the hours allotted per booked cleaning job. For instance, if a booking requires five hours of cleaning, no less and no more than five hours of cleaning labor is to be expended. This clear boundary ensures that you can focus on delivering your best work within a set timeframe, preventing both overwork and underperformance. Adhering to this helps you manage your time effectively and ensures consistent quality, which clients value.

Building Relationships

Building strong relationships with our clients is at the heart of what we do. Listen to their needs, preferences, and feedback, continuously adapting your services to better suit them. Regular communication helps stay aligned with their

expectations and address any concerns promptly. Strong relationships lead to satisfied clients who are more likely to become loyal, high-paying customers.

Supporting Your Growth

We believe in empowering you by providing the resources you need for personal and professional growth. We acquire books, videos, and audio podcasts to aid in your development. If you need any resources, courses, or certifications, just ask, and we'll make sure you get them. Your growth and success are our priorities.

Consistency is Key

Consistency is a critical factor in keeping our customers long term. Ensure that every cleaning session meets our high standards, providing a reliable and dependable service that clients can count on. Consistency builds trust and leads to high-paying, recurring customers.

Using Extra Time Wisely

Your commitment to going above and beyond is what we call the "Quality Housekeeping Extra." This means not just meeting our clients' expectations but exceeding them. Whether it's an unexpected extra touch, like organizing a cluttered space, or leaving behind a thoughtful note, these small gestures show our clients that you genuinely care about their homes and well-being.

As you become proficient in executing our 12-point cleaning plan, you may find yourself with extra time. Use this time to further improve the quality of your service and provide little cleaning extras that leave our competition in the dust. This commitment to excellence and attention to detail is what sets you apart and keeps our clients coming back.

At Quality Housekeeping, our mission is to make every home we clean a place of comfort and joy. By adhering to our principles and constantly striving for excellence, we create lasting relationships with our clients, ensuring they remain with us for years to come. Thank you for your dedication and hard work. Together, we can achieve great success.